2013 Columbus Survey Results:
Guideposts for Growth and Aspirations

July 30, 2014

cfinsights.org
Housekeeping

- All phone lines are on mute.
- **Questions?** Please submit them at any time and we will address as many as possible during our Q&A period
  - To expand or collapse a panel, toggle the arrow (↑) or (↓).
  - On the Q&A Panel, type your question, select “All Panelists,” click “Send.”
- This webinar is being recorded for self paced learning. The play-back link will be emailed to you after the webinar.
The idea behind CF Insights is simple: what if each community foundation could know what all community foundations know?

- Founded in 2006 in partnership with community foundations
- Enables community foundations to make more informed, effective decisions about their operating models to achieve greater sustainability and impact

**created by COMMUNITY FOUNDATIONS**

**CF INSIGHTS** responds to a hunger for shared knowledge and greater impact: Community foundations grow stronger when their decisions are based on timely, accurate, and complete information.

**propelled by FSG**

**IN PARTNERSHIP** with community foundations, FSG has been a driving force for CF Insights since its inception.
Today’s Speakers: CF Insights Staff

Diana Esposito  
Senior Manager, Program & Member Services  
Diana.esposito@fsg.org

Rebecca Graves  
Executive Director  
Rebecca.graves@fsg.org

Hollie Marston  
Senior Consultant  
Hollie.marston@fsg.org
AGENDA

I. What is the Columbus Survey?

II. What are the trends from 2013?

III. How can CF Insights data help you?

IV. What should you do next?
What Is the Columbus Survey?

The Columbus Survey is the community foundation “census of the field” started by the Columbus Foundation in 1988.

CF Insights expanded the Columbus Survey in 2008 and in 2012, increasing the benefits received for survey participation.
285 Participants

$66 BILLION in Assets

$7.5 BILLION in Gifts

$4.9 BILLION in Grants

90% Representation of estimated field-wide assets

Participant Asset Distribution

- 4% <$5M
- 25% $5-$25M
- 15% $25-$50M
- 16% $50-$100M
- 20% $100-$250M
- 9% $250-$500M
- 12% $500M+
AGENDA

I. What is the Columbus Survey?

II. What are the trends from 2013?

III. How can CF Insights data help you?

IV. What should you do next?
GROWTH continued in 2013

Assets, Gifts, and Grants for Top 100 by Assets

**Total Assets**

- 2007: $46B
- 2008: $39B
- 2009: $41B
- 2010: $44B
- 2011: $45B
- 2012: $50B
- 2013: $58B

**Total Gifts**

- 2007: $5.0B
- 2008: $4.5B
- 2009: $3.6B
- 2010: $4.0B
- 2011: $4.5B
- 2012: $6.0B
- 2013: $6.7B

**Total Grants**

- 2007: $3.6B
- 2008: $3.9B
- 2009: $3.7B
- 2010: $3.7B
- 2011: $3.6B
- 2012: $4.0B
- 2013: $4.4B
many have **RECOVERED** from the recession

- **92%** Participants with 2013 assets exceeding 2007 assets
- **79%** Participants with 2012 assets exceeding 2007 assets
assets and grants **INCREASED** - gifts were **VARIABLE**

<table>
<thead>
<tr>
<th></th>
<th>Average Change for CFs &gt;$250M in Assets N = 58</th>
<th>Average Change for CFs $50 - $249M in Assets N = 102</th>
<th>Average Change for CFs &lt; $49M in Assets N = 125</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td><strong>Increased</strong> 15%</td>
<td><strong>Increased</strong> 15%</td>
<td><strong>Increased</strong> 15%</td>
</tr>
<tr>
<td><strong>Gifts</strong></td>
<td><strong>Increased</strong> 12%</td>
<td><strong>Decreased</strong> 7%</td>
<td><strong>Increased</strong> &lt;1%</td>
</tr>
<tr>
<td><strong>Grants</strong></td>
<td><strong>Increased</strong> 11%</td>
<td><strong>Increased</strong> 13%</td>
<td><strong>Increased</strong> 9%</td>
</tr>
</tbody>
</table>
DAFs continue to **GROW**

*Total DAF Assets, 2012 vs. 2013*

*Columbus Survey Participants*

2012: $16.3B

2013: $20.3B
DAF GIFT and GRANTS continue to be significant for the field

Total DAF Gifts and Grants, 2013
Columbus Survey Participants

$4.3B Gifts into funds

$2.6B Grants out to community
access DO MORE THAN GROW

Do More than Grow
Realizing the Potential of Community Foundation Donor-Advised Funds
operating budgets INCREASED

Percent of Respondents Increasing or Decreasing Operating Budget

- **2008 - 2009**
  - Percent Decreasing Op. Budget: 46%
  - Percent Increasing Op. Budget: 54%

- **2009 - 2010**
  - Percent Decreasing Op. Budget: 52%
  - Percent Increasing Op. Budget: 48%

- **2010 - 2011**
  - Percent Decreasing Op. Budget: 28%
  - Percent Increasing Op. Budget: 72%

- **2011 - 2012**
  - Percent Decreasing Op. Budget: 28%
  - Percent Increasing Op. Budget: 72%

- **2012 - 2013**
  - Percent Decreasing Op. Budget: 23%
  - Percent Increasing Op. Budget: 77%
How do you COMPARE?
AGENDA

I. What is the Columbus Survey?

II. What are the trends from 2013?

III. How can CF Insights data help you?

IV. What should you do next?
Multiple Ways to Define Peers

AN EXTENSIVE DATA COLLECTION MEANS A ROBUST PEER SELECTION TOOL

Examples of Ways to Define Peers:
- Assets
- Age
- Service area/geography
- Asset types (Discretionary, DAF, etc.)
- Levels of endowment
- Number of transactions
- Focus on community leadership

Create peer groups

Create your peer groups using any filtering criteria you like. Here are instructions.

Click this green plus button to add each new group:

Peer group: A sample peer group

<table>
<thead>
<tr>
<th>Foundation Characteristic</th>
<th>Operator</th>
<th>Value (type in or select)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Total foundation gross assets</td>
<td>is greater than</td>
<td>$25,000,000</td>
</tr>
<tr>
<td>2. AND Total foundation gross assets</td>
<td>is less than</td>
<td>$50,000,000</td>
</tr>
<tr>
<td>3. AND Population Area Served</td>
<td>is less than</td>
<td>200,000</td>
</tr>
<tr>
<td>4. AND Region</td>
<td>is</td>
<td>Midwest</td>
</tr>
<tr>
<td>5. AND Fiscal year end date</td>
<td>is on or after</td>
<td>2013-03-31</td>
</tr>
<tr>
<td>6. AND # FTE total</td>
<td>is greater than</td>
<td>0.00</td>
</tr>
<tr>
<td>7. AND Year foundation created</td>
<td>is greater than</td>
<td>1914</td>
</tr>
<tr>
<td>8. AND State</td>
<td>exists</td>
<td></td>
</tr>
<tr>
<td>9. AND -None-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Include My Foundation
Only most recent for each foundation
Show peers

What is unique about your community foundation? How would you define your peers?
Using the Data

Online Reports
CF INSIGHTS OFFERS OVER 70 REPORTS TO HELP YOU GAUGE YOUR PERFORMANCE

Examples of Non-Member Reports

**Longitudinal**
- Total annual asset growth rate
- Average fund size
- Average gift and grant size
- Assets per capita

**Peer Benchmarking**
- Change in assets, 12-13
- Change in gifts, 12-13
- Change in grants, 12-13

Examples of Member Reports

**Assets**
- Average fund size among peers
- Assets by product among peers
- Asset growth/historical assets among peers
- Percent assets endowed and non endowed vs. peers

**Gifts & Grants**
- Average gift size among peers
- Average DAF/ discretionary gift size vs. peers
- Annual payout rate among peers
- Gifts/Grants per capita among peers

**Operating Budget**
- Budget to asset ratio among peers
- Revenues among peers

**Staffing**
- Assets per FTE among peers
- Funds per FTE among peers
Using the Data

Answers At Your Fingertips!

**CF INSIGHTS MEMBERS CAN USE ON-DEMAND REPORTS TO ANSWER QUESTIONS QUICKLY**

What does operating revenue mix look like for my peer foundations?

What does asset growth look like for foundations of a similar age?

What does staffing look like for CFs with similar assets and commitment to community leadership?

Let’s Login!
I. What is the Columbus Survey?

II. What are the trends from 2013?

III. How can CF Insights data help you?

IV. What should you do next?
Next Steps

PARTICIPATE IN THE COLUMBUS SURVEY
• **Be counted!** Share your unaudited financial data 60 days after the close of your fiscal year to help CF Insights make trends available to the field
• Members – Complete all your data, including data on the Profile and Product Assets tabs

REMEMBER CF INSIGHTS FOR YOUR DATA NEEDS
• Use CF Insights’ database to develop comparative reports and discover your own insights
• Visit [cfinsights.org](http://cfinsights.org) to learn more about the resources available to the field

PARTNER WITH US
• Contact Diana Esposito, Member Services, at [diana.esposito@fsg.org](mailto:diana.esposito@fsg.org) to set up an overview and online demonstration of CF Insights’ resources
What are your questions?